

## Agency Rates & Dimensions

### Premiums and Discounts

- **Placement Guarantee** - add 15% (min ¼ pg)
- **Inserts** - \$75/1000 +\$25 set-up fee
- **Non Profit** - 10% discount

### Display Rates (Full Color Included)

SIZE/PLACEMENT	1-3x COST PER	4-7x COST PER	8-12x COST PER
Back Cover (Full Page)	\$2,578	\$2,475*	\$2,376*
Inside Front/Back Cover			
- Full Page	\$2,320	\$2,226 *	\$2,138*
- 1/2 page	\$1,447	\$1,389*	\$1,334*
Front Cover + 2-Page Spread	\$3,326	\$3,326	\$3,326
Full page	\$1,914	\$1,761*	\$1,626*
2/3 page	\$1,206	\$1,110	\$1,024*
1/2 page	\$890	\$835	\$785*
1/3 page	\$738	\$662	\$614
1/4 page	\$538	\$497	\$442
1/6 page	\$386	\$352	\$311
1/8 page	\$261	\$240	\$222

### \* Value-Added BONUS for Annual Agreement

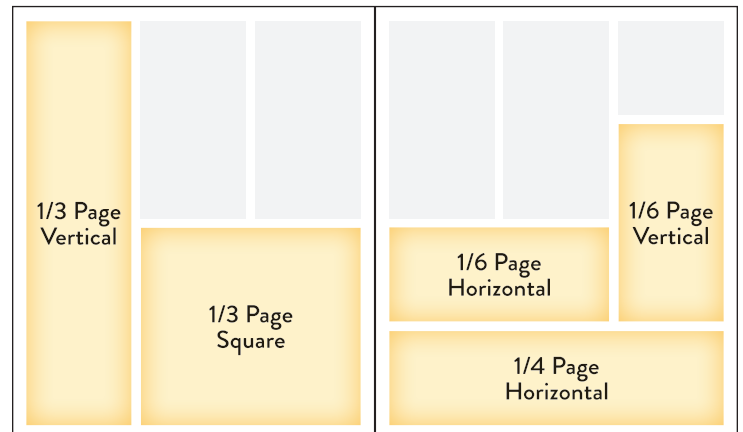
SIZE/PLACEMENT	1-3x	4-7x	8-12x
Back Cover (Full Page)	n/a	<b>1x Half Page</b>	<b>1x Full Page</b>
Inside Front/Back Cover			
- Full Page	n/a	<b>1x Half Page</b>	<b>1x Full Page</b>
- 1/2 page	n/a	<b>1x 1/4 Page</b>	<b>1x Half Page</b>
Full page	n/a	<b>1x Half Page</b>	<b>1x Full Page</b>
2/3 page	n/a	n/a	<b>1x 2/3 Page</b>
1/2 page	n/a	n/a	<b>1x Half Page Ad</b>
1/3 page	n/a	n/a	n/a
1/4 page	n/a	n/a	n/a
1/6 page	n/a	n/a	n/a
1/8 page	n/a	n/a	n/a

Note: Qualifying bonus ads are not retroactive and must fall within a 12-month period. Insertion Order must be signed. If agreement is not fulfilled, bonus space will be billed at regular rate.

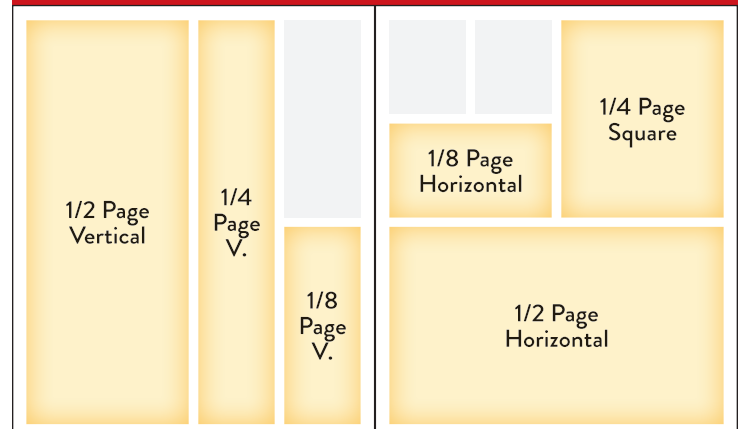
### Deadlines

Space reservation is due by the 10th of each month **PRIOR** to publication, and ad copy must be received no later than the 15th at 5PM, unless communicated otherwise.

### 3-COLUMN PAGES



### 4-COLUMN PAGES



Please see reverse side for exact ad dimensions and specs.

## AD DIMENSIONS

SIZE	MEASUREMENT IN INCHES
Full page (full bleed) - with 1/8" bleed on all sides	Trim size = 9"w x 10.875"h Bleed size = 9.25"w x 11.125"h
Full page (no bleed)	8"w x 9.75"h
2/3 page	5.25"w x 9.75"h
1/2 page Vertical	3.875"w x 9.75"h
1/2 page Horizontal	8"w x 4.75"h
1/2 page Island	5.25"w x 7.25"h
1/3 page Vertical	2.5"w x 9.75"h
1/3 page Square	5.25"w x 4.75"h
1/4 page Vertical	1.8125"w x 9.75"h
1/4 page Horizontal	8"w x 2.25"h
1/4 page Square	3.875"w x 4.75"h
1/6 page Vertical	2.5"w x 4.75"h
1/6 page Horizontal	5.25"w x 2.25"h
1/8 page Vertical	1.8125"w x 4.75"h
1/8 page Horizontal	3.875"w x 2.25"h

## AD SPECIFICATIONS

### Electronic Ad Specifications

*Oregon Family* is not responsible for printing errors resulting from failure to follow these guidelines.

- Ads must be built to dimensional size specifications on rate card.
- Preferred file type is a high resolution (300dpi) PDF digital file with fonts embedded.
- All body text should be 100% black—no color in small type. White type that reverses out of a color background should be bold, and at least 8 pt.
- Full bleed ads:
  - 1/8" bleed on all sides, no trim marks.
  - Please allow at least a 1/4" "safe area" inside the trim dimensions for all important text and content.

### Production E-mail

sandy@oregonfamily.com

## TERMS AND POLICIES

- New accounts pay with insertion until credit is established. Payment Net 15.
- 1.5% per month will be applied to all accounts more than 60 days past due.
- Ads created by *Oregon Family* are the property of *Oregon Family*, and may not be used in other publications or media without prior written release and consent. Said ads are subject to a one-time \$95 release fee. Full page release fee: \$175.
- *Oregon Family* reserves the right to refuse any ad or preprinted insert.
- Ads that do not conform to publisher's specifications may be floated, enlarged, or reduced at the discretion of the publisher.
- Publisher will use reasonable caution to protect any printed material, but cannot be liable for loss or damage.
- Position and placement of ads are at the sole discretion of the publisher (unless specified by contract). No refunds or adjustments will be made due to placement or position.
- Claims for errors must be made within 30 days of publication. Credit is limited to the first insertion only and shall not exceed the cost of space. No allowance is granted for errors which do not materially affect the value of an advertisement, nor for errors resulting from a failure to adhere to ad submission requirements. Publisher shall not be liable for consequential damages.
- *Oregon Family* reserves the right to revise advertising rates at any time. All advertising placed without a signed insertion order is subject to current rates.

### Cancellation

All ads must be cancelled no later than the 15th of the month. *Oregon Family* reserves the right to charge for any cancellation not meeting these terms, including any production time incurred.

### Ad Production

Ad design billed at production rate of \$75 per hour. Basic ad production (15 mins) is free.

### Proofs

Proofs delivered upon request, and when possible. Proofing is for typographical errors or omissions, not for revisions or additions. Two changes maximum. Further changes billed at regular production rates. Changes must be received 3 days prior to publication. Upon approval, *Oregon Family* is no longer liable.